

Made by the
Goodyear
Welt
Process
Exactly as demonstrated
in our shoe manufactur-
ing exhibition last fall.



30 Days
More Wear
In Every
Pair

The **BERBERICH** Guarantee:
"The CRADDOCK-TERRY CO., of Lynchburg, Va., having convinced us
that CRADDOCK shoes will wear longer than any other \$3.50 man's
footwear, we take it upon ourselves to guarantee the satisfactory
service of every pair. Should any pair of CRADDOCKS that we sell not live up to this guarantee in the
strictest sense of the word, we hereby agree to give the wearer a new pair absolutely
FREE."
BERBERICH'S SONS.

Man, You Take No Chances When You Buy The CRADDOCK Shoe For \$3.50

Any Leather

Any Style

YOU pay \$3.50 and secure a shoe that rivals the highest priced men's footwear in style and stands second to none in point of comfort. You "see" the style and "feel" the comfort before you part with your \$3.50.

Now, there's only one thing else—service. And that's guaranteed to you in the simplest yet most emphatic words in the English language. You can't mistake what this guarantee says—and it means exactly what it does say.

The BERBERICH Guarantee

"The CRADDOCK-TERRY CO., of Lynchburg, Va., having convinced us that CRADDOCK Shoes will wear 30 days longer than any other \$3.50 man's footwear, we take it upon ourselves to guarantee the satisfactory service of every pair. Should any pair of CRADDOCKS that we sell not live up to this guarantee in the strictest sense of the word, we hereby agree to give the wearer a new pair absolutely FREE."

"ROBERT BERBERICH'S SONS."

We Are Having a Great Run on CRADDOCK Tans

TANS are more popular than ever this season. Our line of CRADDOCK Tans is simply unbeatable. There's a great run on the gun-metal models, too. And, likewise, those patent leather effects; always correct for business or dress.

If you don't become interested in our CRADDOCK Shoe, it will be because our advertisements are not as striking as the shoes they advertise. If it were in the realm of possibility to show the men of Washington who read this ad today the shoes exactly as they are to be found in our two stores, our entire season's supply would be exhausted in a day's time, providing we could wait on so many men in so short a space of time.

Gentlemen, Will You Try a Pair
of CRADDOCK Shoes at Our Risk?

Berberich's

(ROBERT BERBERICH'S SONS)

Washington's Largest and Most Progressive Shoe House
Main Store 1116-22 7th St. N. W.

Established 1868
Branch Store 813 Pa. Ave. N. W.

A CRADDOCK TAN
One of the Sixty-Some Styles
For Spring and Summer

